



# UNCOVER LEARNER POTENTIAL

Level 1/2 Vocational Award in  
**RETAIL BUSINESS**  
(Technical Award)

Teaching from 2022 | Award from 2024

SAMPLE ASSESSMENT MATERIALS - UNIT 3

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## **Unit 3: Merchandising and marketing retail products**

### **Assignment**

### **SAMPLE ASSESSMENT MATERIALS**

**Assessment time: 8 HOURS**

## **INSTRUCTIONS FOR CANDIDATES**

Read the brief carefully prior to starting the assignment.

You will gain marks for key tasks that are completed in the Assessment window. The total time allocated for assessed tasks will be 8 hours. This is outlined clearly in the brief.

Your work should include knowledge and understanding gained from classroom teaching.

Read the information and assignment tasks carefully to make sure you understand what is needed.

It is important that you work independently from other candidates and make sure the work you produce is your own unaided work.

Check your work carefully to make sure that it is accurate and correct.

## **INFORMATION FOR CANDIDATES**

This assessment provides an opportunity to draw together knowledge and understanding from across the full course of study.

You and your teacher will be required to sign a declaration that all work presented is your own work.

You must not discuss or share any details of the scenario or tasks.

# WJEC/Eduqas Level 1/2 Vocational Award in Retail Business (Technical Award)

## Unit 3 – Merchandising and marketing retail products

### Controlled Assessment

#### Assignment Brief

##### Introduction

Having studied a range of retail organisations and how they merchandise and market their business, you are independently required to design a visual merchandising installation and one promotional material for one retail business.

##### Brief

*Urban Icon* is an independent fashion clothing and accessories retailer which has a store in a busy part of a city. It sells a range of women's and men's premium branded fashion products. The retail business is a private limited company and has been trading for 12 years.

*Urban Icon* also sells its products through its own online shop and app, which have recently been launched.

The store has two floors with large windows either side of the entrance on the ground floor. These windows are often used for promotional activities and product displays.

The store layout is as follows:

Ground floor: women's fashion and accessories such as clothing, scarves, shoes, jewellery and handbags.

First floor: men's fashion and accessories such as clothing, belts, shoes, wallets and ties.

*Urban Icon* is currently planning to market its 2022 summer collection of women's and men's fashion and accessories. *Urban Icon's* aims are:

- to increase sales in the store
- to promote a new range of a high-value designer clothes for women and men
- to increase awareness of its online shop and app.

You are required to:

- Design a visual merchandising installation for **one** of the window areas. Women's fashion and accessories will be displayed on one side and men's fashion and accessories on the other side. **Choose EITHER women's fashion and accessories OR men's fashion and accessories.** Each window has an installation space of 3 metres wide, 3 metres high and 1.5 metres deep.
- Design a two-sided A5 leaflet to distribute to shoppers in the city centre.
- Analyse the visual merchandising and evaluate the use of the marketing mix.



Unit content	Tasks:	Evidence Required	Time	Controls	AOs	Marks
3.1.2 3.1.3 3.1.6	1(a) Design the visual merchandising installation for one window. The visual merchandising installation will be for either women's fashion and accessories or men's fashion and accessories. You must use annotation to support your design.	2D annotated sketch, either hand drawn or produced using ICT.	4 hours	<b>Supervision:</b> Indirect <b>Guidance:</b> Direct <b>Resources:</b> Permitted (task 1a) Not permitted (tasks 1(b), 1(c), 1(d)) <b>Collaboration:</b> Not permitted	AO2	10
3.1.3 3.1.5	1(b) Analyse how the visual merchandising installation you designed meets visual merchandising principles. You must show your understanding of a range of visual merchandising principles.	Written report.			AO1 AO3	2 4
3.1.1	1(c) Analyse how the visual merchandising installation you designed helps to meet Urban Icon's aims and engages with its types of customers.	Written report.			AO2 AO3	4 4
3.1.4	1(d) Explain how the principles of visual merchandising can be adapted for Urban Icon's online shop and app. You must show your understanding of a how a range of visual merchandising principles are adapted for e-commerce and m-commerce (online and app).	Written report.			AO1 AO2	2 4
3.2.3	2(a) Design the two-sided A5 leaflet to be distributed to shoppers in the city centre. You must use annotation to support your design.	Finished design product, produced using ICT.	4 hours		AO2	10
3.2.1	2(b) Analyse how the two-sided A5 leaflet targets Urban Icon's potential customers and its aims.	Written report.		<b>Supervision:</b> Indirect <b>Guidance:</b> Direct <b>Resources:</b> Permitted (task 2a) Not permitted (tasks 2(b), 2(c), 2(d)) <b>Collaboration:</b> Not permitted	AO2 AO3	2 2
3.2.4	2(c) Explain how Urban Icon could use technology for promotion. You must show your understanding of a range of ways in which promotion can be carried out using technology.	Written report.			AO1 AO2	2 4
3.2.2 3.2.5	2(d) Evaluate how Urban Icon will use the marketing mix to achieve its aims in a competitive and dynamic environment. You must show your understanding of all four elements of the marketing mix.	Written report.			AO1 AO2 AO3	2 2 6
<b>Total Marks</b>						60

## Guide to Controls

There are a number of different aspects that are controlled within the internal assessment of our Vocational Awards. These are:

- supervision
- guidance
- resources
- collaboration.

## Redrafting

Re-drafting is allowed within the time of the controlled assessment and without teacher feedback.

## Time

The total time allocated for assessed tasks is 8 hours. Candidates cannot exceed this time. Unit 3 tasks feature recommended timings that are for guidance only. Centres should discourage candidates from exceeding the recommended times or devoting insufficient time to this work.

## Supervision

One level of supervision features throughout the Unit 3 assessment:

<b>Indirect supervision</b>	<p>Candidates do not need to be directly supervised at all times. The centre must ensure that:</p> <ul style="list-style-type: none"> <li>• all candidates participate in the assessment</li> <li>• there is sufficient supervision to ensure that work can be authenticated</li> <li>• the work an individual candidate submits for assessment is his/her own.</li> </ul> <p>Candidates' work must remain within the centre at all times and must be stored securely between timetabled sessions.</p>
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## Guidance

One level of guidance features throughout the Unit 3 assessment:

Category of Advice/Feedback:	Direct
Teachers cannot:	
Review candidates' work and provide oral and written advice at a <b>general</b> level in order to secure a functional outcome.	
Evaluate progress to date and propose broad approaches for improvement.	
Provide detailed specific advice on how to improve drafts to meet assessment criteria.	
Give detailed feedback on errors and omissions which leave candidates with no opportunity to show initiative themselves.	
Intervene personally to improve the presentation or content of work.	

## Resources

Two level of resources feature throughout the Unit 3 assessment:

<b>Not permitted</b>	<p>The use of resources is not permitted. Access to the Internet is not permitted. Candidates' work must remain within the centre at all times and must be stored securely between timetabled sessions. If the specification allows candidates to bring their own computers or other electronic devices into formally supervised sessions, appropriate checks must be carried out to ensure that all materials stored on the devices is permissible and that access to the internet is disabled.</p>
<b>Permitted</b>	<p>Candidates have access to resources and/or preparatory notes only as directed by the brief or unit guidance. Candidates' work must remain within the centre at all times and must be stored securely between timetabled sessions. Centres should refer to specifications or subject-specific guidance.</p>

Where the level of control is 'permitted', resources are limited as follows:

Task:	Resources permitted:
1(a)	Internet use is permitted only for the retrieval of images used in the production of the promotional materials produced in tasks 1(a) (design of visual merchandising installation) and 2(a) (design of promotional materials).
2(a)	

## Collaboration

One level of collaboration features in the Unit 3 assessment:

<b>Not permitted</b>	Candidates should not collaborate in any way during the task.
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## Mark scheme

### Guidance

#### Assessment grids for Controlled Assessment Unit 3

##### Generic marking principles

- Marks awarded are always whole marks (not half marks, or other fractions).
- Answers should only be judged on the quality of spelling, punctuation and grammar when these features are specifically assessed by the question as indicated by the mark scheme. The meaning, however, should be unambiguous.
- Marks should be awarded using the full range of marks defined in the mark scheme for the question (however; the use of the full mark range may be limited according to the quality of the candidate responses seen).
- Marks awarded are based solely on the requirements as defined in the mark scheme. Marks should not be awarded with grade thresholds or grade descriptors in mind.

##### Banded mark schemes

Banded mark schemes are divided so that each band within a section has a relevant descriptor. The descriptor for the band provides a description of the performance level for that band. Each band contains marks.

Before marking, assessors should first read and annotate a candidate's work to pick out the evidence that is being assessed. Once the annotation is complete, the mark scheme can be applied. This is done as a two-stage process.

##### Stage 1 – Deciding on the band

Beginning at the lowest band, assessors should look at the appropriate section of the candidate's work and check whether it matches the descriptor for that section's mark band. If the descriptor at the lowest band is satisfied, assessors should move up to the next band and repeat this process for each band until the descriptor matches the work.

If a candidate's work covers different aspects of different bands within the mark scheme, a 'best fit' approach should be adopted to decide on the band and then the candidate's work should be used to decide on the mark within the band. For instance, if work is mainly in band 2 but with a limited amount of band 3 content, the work would be placed in band 2, but the mark awarded would be close to the top of band 2 as a result of the band 3 content.

Assessors should not seek to mark candidates down as a result of small omissions in minor areas of their work.

## Stage 2 – Deciding on the mark

Once the band has been decided, assessors can then assign a mark. WJEC will provide exemplar work already awarded a mark, and this should be used as reference material when assessing the work.

When marking, assessors can use these examples to decide whether a candidate's work is of a superior, inferior or comparable standard to the example. Assessors are reminded of the need to revisit the work as they apply the mark scheme in order to confirm that the band and the mark allocated is appropriate to the work submitted.

Where work is not creditworthy, that is, contains nothing of any significance to the project, or has been omitted, no marks should be awarded.

## Internal standardisation

It is essential that where there is more than one teacher in a centre, work from all teaching groups is standardised internally. This is to ensure that the final assessment reflects a single agreed standard for all teaching groups involved. All centres will receive detailed feedback from moderation via the secure web site on results day.

## Differentiation within our mark schemes

The following grid demonstrates our starting point to formulating our mark schemes. These are used in order to ensure differentiation between our bands. Mark schemes will use this table as the basis for the assessment of each question but will reflect the specific demands of the question.

Band Descriptor	A01	A02	A03
<b>Excellent</b>	<ul style="list-style-type: none"> <li>Aware of a wide range of detailed and accurate knowledge.</li> <li>Demonstrates fully developed understanding that shows relevance to the demands of the question.</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge and understanding is consistently applied to the context of the question/task.</li> <li>Practical skills are consistently and effectively applied and are of a high standard.</li> </ul>	<ul style="list-style-type: none"> <li>Analysis and evaluation skills are used in a highly effective way.</li> <li>Evidence is selected to construct an effective and balanced argument.</li> <li>Detailed and substantiated evaluation that offers secure judgements leading to rational conclusions.</li> </ul>
<b>Very Good</b>	<ul style="list-style-type: none"> <li>Effective and precise use of terminology.</li> </ul>	<ul style="list-style-type: none"> <li>Is able to form a fully developed and thorough interpretation that is fully accurate.</li> </ul>	
<b>Good</b>	<ul style="list-style-type: none"> <li>Has a range of detailed and accurate knowledge.</li> <li>Demonstrates well developed understanding that is relevant to the demands of the question.</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge and understanding is applied to the context of the question/task.</li> <li>Practical skills are effectively applied and are of a high to medium standard.</li> </ul>	<ul style="list-style-type: none"> <li>Analysis and evaluation skills are used in an effective way.</li> <li>Evidence is selected to construct a developed argument, that may not be presented in equal measure.</li> </ul>
<b>Good</b>	<ul style="list-style-type: none"> <li>Precise use of terminology.</li> </ul>	<ul style="list-style-type: none"> <li>Is able to form a developed interpretation that is mostly accurate.</li> </ul>	<ul style="list-style-type: none"> <li>Detailed evaluation that offers generally secure judgements, with some link between rational conclusions and evidence.</li> </ul>
<b>Satisfactory</b>	<ul style="list-style-type: none"> <li>Includes accurate knowledge.</li> <li>Demonstrates sound understanding that is relevant to the demands of the question/task</li> <li>Generally precise use of terminology.</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge and understanding is mainly applied to the context of the question/task.</li> <li>Practical skills are appropriately applied and are of a medium standard.</li> <li>Is able to form a sound interpretation that is generally accurate.</li> </ul>	<ul style="list-style-type: none"> <li>Analysis and evaluation skills are used in an appropriate and sound way.</li> <li>Evidence is selected to construct a sound argument OR</li> <li>Evidence is selected to construct a detailed one-sided argument.</li> <li>Evaluation that offers some judgements, with some link between conclusions and evidence.</li> </ul>

<b>Basic</b>	<ul style="list-style-type: none"> <li>Shows some accurate knowledge.</li> <li>Demonstrates partial understanding that is relevant to the demands of the question.</li> <li>Some use of appropriate terminology.</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge and understanding is partially applied to the context of the question/task.</li> <li>Practical skills are of a medium to low-level standard.</li> <li>Is able to form some interpretation that shows some accuracy.</li> </ul>	<ul style="list-style-type: none"> <li>Analysis and evaluation skills are used in a suitable way with a sound level of competence but may lack precision.</li> <li>Evidence is selected to construct a one-sided argument</li> <li>Evaluation that offers generalised judgements and conclusions, with minimal use of evidence.</li> </ul>
<b>Limited</b>	<ul style="list-style-type: none"> <li>Limited knowledge with some relevance to the topic or question.</li> <li>Little or no development seen.</li> <li>Very little or no use of terminology.</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge and understanding is applied in a minimal manner to the context of the question/task.</li> <li>Practical skills are of a low-level standard.</li> <li>Can only form a simple interpretation, if at all, with very limited accuracy.</li> </ul>	<ul style="list-style-type: none"> <li>Analysis and evaluation skills are used with limited competence.</li> <li>Unsupported evaluation that offers simple or no judgements/conclusions.</li> </ul>

When you look at each of our mark schemes, each band has a sequence of performance descriptors. The descriptors work like a ladder: from a bottom rung, to a top. The lower level band 'Limited' is the simplest descriptor in terms of candidates' performance. The descriptors progress through the grid to the more challenging aspect of that assessment objective. It's important to note that not all questions will use every bullet point listed in the table above, however candidates should demonstrate **all of the requirements** that are included in the published mark schemes in order to achieve full marks at a particular level. If a candidate gets full marks at a particular level, markers should see whether they're also demonstrating any of the requirements from the next level up. Often candidates will achieve some of the descriptors at one level, but not all of them. In this case, apply a best fit principle.

Further information on how the mark schemes for our Vocational Awards have been constructed, including information on the use of the mark bands for Excellent, Very Good and Good can be found in the Vocational Awards Administration Guide.



## Unit 3: Merchandising and marketing retail products

## Assignment Mark scheme

Task 1(a)	
Design the visual merchandising installation for one window. The visual merchandising installation will be for either women's fashion and accessories or men's fashion and accessories. You must use annotation to support your design. <span style="float: right;">[10 marks]</span>	
Band	AO2
4	<p style="text-align: center;"><b>9-10 marks</b></p> <p>An excellent response which demonstrates:</p> <ul style="list-style-type: none"> <li>• a highly effective and detailed design of the visual merchandising installation that is wholly appropriate to Urban Icon</li> <li>• design principles applied consistently throughout the design</li> <li>• detailed annotation to support the design, which is expressed clearly and with minor or no omissions.</li> </ul>
3	<p style="text-align: center;"><b>6-8 marks</b></p> <p>A good response which demonstrates:</p> <ul style="list-style-type: none"> <li>• an effective design of the visual merchandising installation that is appropriate to Urban Icon</li> <li>• design principles applied throughout the design</li> <li>• annotation to support the design, which is expressed clearly and with few omissions.</li> </ul>
2	<p style="text-align: center;"><b>3-5 marks</b></p> <p>A basic response which demonstrates:</p> <ul style="list-style-type: none"> <li>• a design of the visual merchandising installation that is partially appropriate to Urban Icon</li> <li>• some application of design principles throughout the design</li> <li>• some annotation to support the design, which may have omissions.</li> </ul>
1	<p style="text-align: center;"><b>1-2 marks</b></p> <p>A limited response which demonstrates:</p> <ul style="list-style-type: none"> <li>• a limited design of the visual merchandising installation</li> <li>• minimal application of design principles throughout the design</li> <li>• minimal or no annotation to support the design.</li> </ul>
	<p style="text-align: center;"><b>0 marks</b></p> <p style="text-align: center;">Not creditworthy or not attempted.</p>

**Assessment Guidance:**

- The design will be hand drawn or produced using IT. The design may be on A3 paper and include images to illustrate how the merchandising will be displayed. The design fits the size requirements in the brief (shop window). The design will be either for women's or men's fashion clothes and accessories.
- The design will include annotation that describes the merchandising and why the design was used.
- There is clear and consistent use of suitable images, with suitable products that showcase Urban Icon's range of branded fashion clothes and accessories. Consideration is given to Urban Icon's retail type and scale.

**Task 1(b)**

Analyse how the visual merchandising installation you designed meets visual merchandising principles.

You must show your understanding of a range of visual merchandising principles.

[6 marks]

AO1 Award 2 marks for understanding of a range of principles of visual merchandising.	AO1	AO2	AO3	Total marks
<p>Award 1 mark for understanding of a limited range (fewer than four) principles of visual merchandising.</p> <p><b>AO3</b> Award 4 marks for a fully developed analysis of how the visual merchandising design meets the principles of visual merchandising.</p> <p>Award 3 marks for a developed analysis of how the visual merchandising design meets the principles of visual merchandising.</p> <p>Award 2 marks for a basic analysis of how the visual merchandising design meets the principles of visual merchandising.</p> <p>Award 1 mark for a limited analysis of how the visual merchandising design meets the principles of visual merchandising.</p>	2		4	6

**Assessment Guidance:**

Candidates should:

- identify principles of visual merchandising includes storytelling, landscaping, colour and lighting, detail, texture, technology and safe.
- analyse of how these principles have guided the design of the visual merchandising installation.

**Task 1(c)**

Analyse how the visual merchandising installation you designed helps to meet Urban Icon's aims and engages with its types of customers. [8 marks]

AO2	AO1	AO2	AO3	Total marks
<p>Award <b>4</b> marks for an excellent application to Urban Icon, with points made that are wholly relevant to Urban Icon's aims and its types of customers.</p> <p>Award <b>3</b> marks for a good application to Urban Icon, with points made that are relevant to Urban Icon's aims and its types of customers.</p> <p>Award <b>2</b> marks for a basic application to Urban Icon, with some points made that are relevant to Urban Icon's aims and its types of customers but that may be unsupported.</p> <p>Award <b>1</b> mark for limited application to Urban Icon's aims and its types of customers, with mostly generic points made.</p> <p><b>AO3</b></p> <p>Award <b>4</b> marks for a fully developed, rigorous and balanced analysis of how the visual merchandising installation designed helps to meet Urban Icon's aims and engages with a range of its types of customers.</p> <p>Award <b>3</b> marks for a developed and thorough analysis of how the visual merchandising installation designed helps to meet Urban Icon's aims and engages with its types of customers.</p> <p>Award <b>2</b> marks for a basic analysis, which may be uneven and/or lack development, of how the visual merchandising installation designed helps to meet Urban Icon's aims and engages with its types of customers.</p> <p>Award <b>1</b> mark for a limited analysis, which may be brief and superficial, of how the visual merchandising installation designed helps to meet Urban Icon's aims and engages with its types of customers.</p>		4	4	8

**Assessment Guidance:**

Urban Icon has three aims. These are: to increase sales in the store, to promote a new range of a high value designer clothes for women and men and to increase awareness of its online shop and app.

Candidates should explain:

- How these aims were used to guide the design of the visual merchandising installation.
- Understanding of how these aims will determine how the window display was designed.

Urban Icon will have a number of different customer types, mainly adult women and men, possibly adults with average or high income as the store sells premium branded products and the new range of high-value designer clothes will only be targeted at women and men with high disposable income. Other types may be families with teenage children who may buy adult clothes.

**Task 1(d)**

Explain how the principles of visual merchandising can be adapted for Urban Icon's online shop and app.

You must show your understanding of how a range of visual merchandising principles are adapted for e-commerce and m-commerce (online and app). [6 marks]

AO1 Award 2 marks for understanding of how a range of principles of visual merchandise can be adapted for e-commerce and m-commerce (online shop and app).	AO1	AO2	AO3	Total marks
<p>Award 1 mark for understanding of how a limited (fewer than four) range of principles of visual merchandise can be adapted for e-commerce and m-commerce (online shop and app).</p> <p><b>AO2</b></p> <p>Award 4 marks for a fully developed explanation that is confident and insightful about how the principles of visual merchandise can be adapted for Urban Icon's online shop and app.</p> <p>Award 3 marks for a developed explanation that is relevant and considered about how the principles of visual merchandise can be adapted for Urban Icon's online shop and app.</p> <p>Award 2 marks for a basic explanation that may be generalised about how the principles of visual merchandise can be adapted for Urban Icon's online shop and app.</p> <p>Award 1 mark for a limited explanation that may be superficial or lack relevance about how the principles of visual merchandise can be adapted for Urban Icon's online shop and app.</p>	2	4		6

**Assessment Guidance:**

- Candidates may explore principles of visual merchandising that include storytelling, landscaping, colour and lighting, detail, texture, technology and safe. The focus will be on how these principles are used to successfully adapt visual merchandising installation for online shop and app.
- Many retailers will want the same image/design to be used through its channels so the image and design created in store should be similar and consistent when presenting visual images on its online shop and app. This seamless transition between channels helps to give a consistent experience for customers. For example, the same use of colours, detail and landscaping can be adapted to make the online experience the same as the experience in the physical store.
- Urban Icon sell a range of premium products for women and men. These products will be expensive, and customers will expect a certain image/quality when viewing the online store and app. The price shown should be consistent, unless they offer discounts online. Urban Icon is a fashion retailer so there is a lot of competition online. Therefore, the visual merchandising must be carefully considered to attract the target customers.

**Task 2(a)**

Design the two-sided A5 leaflet to be distributed to shoppers in the city centre.

You must use annotation to explain your design.

**[10 marks]**

<b>Band</b>	<b>AO2</b>
<b>4</b>	<p style="text-align: center;"><b>9-10 marks</b></p> <p>An excellent response which demonstrates:</p> <ul style="list-style-type: none"> <li>• a highly effective and detailed leaflet that is wholly appropriate to Urban Icon</li> <li>• effective application of design features throughout the design</li> <li>• consistent application of design principles throughout the design</li> <li>• thorough annotation to support the design, which is expressed clearly, in detail with minor or no omissions</li> <li>• few, if any, errors in spelling, punctuation and grammar.</li> </ul>
<b>3</b>	<p style="text-align: center;"><b>6-8 marks</b></p> <p>A good response which demonstrates:</p> <ul style="list-style-type: none"> <li>• an effective leaflet that is appropriate to Urban Icon</li> <li>• application of design features throughout the design</li> <li>• application of design principles throughout the design</li> <li>• annotation to support the design, which is expressed clearly and with few omissions</li> <li>• some errors in spelling, punctuation and grammar.</li> </ul>
<b>2</b>	<p style="text-align: center;"><b>3-5 marks</b></p> <p>A basic response which demonstrates:</p> <ul style="list-style-type: none"> <li>• a leaflet that is partially appropriate to Urban Icon</li> <li>• some application of design features throughout the design</li> <li>• some application of design principles throughout the design</li> <li>• some annotation to support the design, which may have omissions</li> <li>• errors in spelling, punctuation and grammar.</li> </ul>
<b>1</b>	<p style="text-align: center;"><b>1-2 marks</b></p> <p>A limited response which demonstrates:</p> <ul style="list-style-type: none"> <li>• a leaflet that may not be appropriate to Urban Icon</li> <li>• limited application of design features throughout the design</li> <li>• limited application of design principles throughout the design</li> <li>• little or no annotation to support the design</li> <li>• frequent errors in spelling, punctuation and grammar.</li> </ul>
	<p style="text-align: center;"><b>0 marks</b></p> <p style="text-align: center;">Not creditworthy or not attempted.</p>

**Assessment Guidance:**

The candidate should have produced a product that:

- is a professional two-sided A5 leaflet that is suitable for a premium brand fashion retailer. This should be produced through use of IT software as this is what is expected from customers.
- is based on the design features; use of persuasive language, grammar, spelling, punctuation, use of images, use of colour, suitable for target audience (existing and new customers) and supporting the marketing mix.
- is error free and contains the name of the retailer, its location and website address and app details
- makes use of design principles including that it is easy to understand, has a clear message, is eye-catching and consistent with brand image evident throughout.



**Task 2(b)****Analyse how the two-sided A5 leaflet targets Urban Icon's potential customers and its aims. [4 marks]**

<b>A02</b>	<b>A01</b>	<b>A02</b>	<b>A03</b>	<b>Total marks</b>
Award <b>2</b> marks for a good application to Urban Icon, with points made that are relevant to Urban Icon's potential customers and its aims.		2	2	4
Award <b>1</b> mark for a basic application to Urban Icon, with points made that are generic and that lack relevance to Urban Icon's potential customers and its aims.				
<b>A03</b>				
Award <b>2</b> marks for a more developed analysis of how the leaflet targets Urban Icon's potential customers and its aims that is reasoned with good use of terms and concepts.				
Award <b>1</b> mark for a basic analysis of how the leaflet targets Urban Icon's potential customers and its aims that may be brief and superficial with limited, if any, use of terms and concepts.				

**Assessment Guidance:**

- Potential customers are women and men with average or high disposable income who like premium branded clothes and accessories. These customers will be fashion conscious and prepared to pay high amounts of money for these premium brands.
- Urban Icon has three aims, these are: to increase sales in the store, to promote a new range of a high value designer clothes for women and men and to increase awareness of its online shop and app. The leaflet should contain images and information that supports these aims.
- The explanation will refer to the leaflet and how the potential customers and aims determined how they designed the leaflet and what information was included. In better examples, the design choices are justified.

**Task 2(c)****Explain how Urban Icon could use technology for promotion.****[6 marks]****AO1**

Award **2** marks for understanding of a range of ways in which promotion can be carried out using technology.

Award **1** mark for understanding of a limited range of ways (fewer than four) in which promotion can be carried out using technology.

**AO2**

Award **4** marks for a fully developed explanation that is confident and insightful about how Urban Icon could use technology for promotion.

Award **3** marks for a developed explanation that is relevant and considered about how Urban Icon could use technology for promotion.

Award **2** marks for a basic explanation that may be generalised about how Urban Icon could use technology for promotion.

Award **1** mark for a limited explanation that may be superficial or lack relevance about how Urban Icon could use technology for promotion.

AO1

AO2

AO3

Total  
marks

2

4

6

**Assessment Guidance:**

Candidates may explore issues such as:

- Technology has impacted on how retail businesses carry out promotional activities in a number of ways and includes social media, digital media, search engine advertising, blogs, pop-up adverts and mobile advertising.
- Urban Icon can use social media sites to advertise its products. These are suitable for targeting adverts at specific customers. Social media is used by most consumers and advertising on the most popular social media sites will potentially attract many consumers. Social media is effective to advertise new products in order to build brand awareness, which is one of Urban Icon's aims. The interactive parts of social media give customers the opportunity to ask Urban Icon questions or voice complaints and feel they are being heard. Many customers also use social media to ask questions directly to the business and they are seen as a key customer service tool.
- Digital advertising is the use of technology in online advertisements, e-mail, social media websites and mobile devices in a dynamic and interactive way. As a fashion retailer, it is important that Urban Icon's products are presented to a high quality.
- Blogs are a discussion or an informational website, a type of journal or diary, set up by individuals and businesses. The blog is frequently updated with the views of the blogger and a place where thoughts and interests can be shared. Urban Icon can set up its own blog and can use it to advertise its products and direct readers to its store website and app.
- Mobile advertising is a method of advertising that appears on mobile devices such as smartphones, tablets or PDAs that have wireless connections. The adverts can be tailored to individual consumers through using their browsing history and geographical location. Urban Icon's customers are likely to have these devices and is a good way to raise awareness of its website and app.

**Task 2(d)**

Evaluate how Urban Icon will use the marketing mix to achieve its aims in a competitive and dynamic environment.

Band	AO3			
<b>3</b>	<b>5-6 marks</b>			
<b>2</b>	<b>3-4 marks</b>			
<b>1</b>	<b>1-2 marks</b>			
	<b>0 marks</b>			

  

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**Assessment Guidance:**

- The marketing mix is the tool used by a business to implement its marketing strategy and to achieve its aims.
- Businesses can adapt their marketing mix to achieve their aims. The marketing mix includes 4 aspects: product, price, place and promotion. It is important that Urban Icon mix the different aspects of the marketing mix to achieve its aims and compete with other fashion retailers in its store and online. If the combined 4Ps don't work together, Urban Icon is likely to struggle and be unable to meet its aims.
- Urban Icon sells a premium range of products, so it is important that the pricing and promotion they use matches these types of products. As the brands will likely to include well known fashion brands such as Burberry, Saint Laurent, Ralph Lauren, Nike, Levi's and Superdry, the prices will be high but will have to compete with other retailers selling these brands. When looking at what products to sell Urban Icon need to consider the quality, the range, the style and design, differentiation, branding and USP.
- The price its charges for its products should reflect the value the customers place on the product but also consider how much it cost to purchase the product and the prices charged by competitors. Urban Icon can also use suitable pricing methods such as skimming or psychological.
- Urban Icon uses multi-channels to sell its products through its store, website and app. This fits in well with its target customers who are likely expecting a choice of places to shop for high end fashion clothes. Many may work long hours so having a website and app will appeal to them.
- Potential customers will need to know what products Urban Icon sell; therefore, promotion is needed to inform customers of what they sell and where they can get it. Urban Icon must consider the best way for them to promote its business and what advertising media to use. It is also essential that this advertising matches the image of the products they sell and appeal to its target market. The fashion industry is fast moving and uses a lot of technology in its marketing activities, therefore it is important that Urban Icon also use technology, such as social media and blogs to be successful in a competitive and dynamic market.

## Assessment Criteria for Unit 3

Question		Mark Allocation															
		Section												Total	AO1	AO2	AO3
		3.1.1	3.1.2	3.1.3	3.1.4	3.1.5	3.1.6	3.2.1	3.2.2	3.2.3	3.2.4	3.2.5					
1	(a)		✓	✓			✓							10		10	
	(b)			✓		✓								6	2		4
	(c)*	✓												8		4	4
	(d)				✓									6	2	4	
2	(a)								✓					10		10	
	(b)*						✓							4		2	2
	(c)*									✓				6	2	4	
	(d)*							✓				✓		10	2	2	6
<b>Total</b>												<b>60</b>	<b>8</b>	<b>36</b>	<b>16</b>		

\* provides an opportunity to draw together knowledge and understanding from across the full course of study